

3. Signs located adjacent to the Interstate System shall be within seventy-five (75) air miles of the activity; and
4. Signs located adjacent to the Primary System shall be within fifty (50) air miles of the activity.
5. Message Content - The message on directional signs shall be limited to the identification of the attraction or activity and directional information useful to the traveler in locating the attraction, such as mileage, route numbers, or exit numbers. Descriptive words or phrases, and pictorial or photographic representations of the activity or its environ are prohibited.
6. Selection Method and Criteria -
  - (a) Privately owned activities or attractions eligible for directional signing are limited to the following: natural phenomena; scenic attractions; historic, educational, cultural, scientific, and religious sites; and outdoor recreational areas.
  - (b) To be eligible, privately owned attractions or activities must be nationally or regionally known, and of outstanding interest to the traveling public.

#### PERMIT PROCEDURES

1. Permits Required - No person shall construct or maintain any outdoor advertising within 660 feet of the nearest edge of the right of way of Federal-aid Interstate or Federal-aid Primary Highway Systems, except outdoor advertising which advertises the sale or lease of property upon which it is located and outdoor advertising which advertises activities conducted on the property upon which it is located, without first obtaining a permit from the Board of